



BIKE SHARE

January 1 - January 31 2020 Tempe Report



GRID Bike Share is Operated By:



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System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	114	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	727	N/A
Trips		
Total Trips	2,749	1,237
Trips Per Day (average)	89	48
Utilization Rate (trips per bike per day)	.12	.13
Active Members		
Total Membership	35,663	N/A
Monthly/Yearly Plans	638	N/A
Pay-As-You-Go & 7 Day Plan	34,560	N/A
Revenue		
Total Revenue	\$19,278.09	\$4,310.72
Maintenance/Customer Service Activity		
Total CS Cases Created	90	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

Table 2: Active Members (Full System)

Membership Type	New Sign Ups	Total Active Members
Student	5	150
Monthly	10	231
Annual	0	143
Other	5	105
Pay As You Go	483	34,911
7 Day Pass	11	123
TOTAL	614	35,663

Trips

Table 3: Cumulative Trips Per Day of the Week - January (Tempe Only)

M	T	W	Th	F	Sa	Su
164	115	186	197	234	142	199

Table 4: Trip Initiation Method (Tempe Only)

Mobile	751
Keypad (manually entered)	26
Keypad RFID Card	4
Website	2,995

Table 5: Trips

	Jan (Full Sys)	YTD	Tempe Only	YTD
Total Trips Taken	2,749	2,749	1,237	1,237
Total Miles Ridden	5,830	5,830	2,995	2,995
Avg Trip Distance	2.4	2.4	2.4	2.4
Avg Trip Time	45:11	45:11	58:33	58:33
Avg Weekday Trips	86.7	86.7	38.9	38.9
Avg Weekend Day Trips	94.4	94.4	42.6	42.6
Holds	150	150	n/a	n/a
Ended out of Hub	551	551	301	301
Ended out of System Area	32	32	19	19

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Table 6: Trip Stats by Member Type (Full System)

Member Type	JAN Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,146	42%	1,146	42%
7 Day Pass	242	9%	242	9%
Annual	265	10%	265	10%
Monthly	317	12%	317	12%
Student	523	19%	523	19%
Other	256	8%	256	8%
TOTAL	2,749		2,749	

Table 7: Trip Stats by Member Type (Tempe Only)

Member Type	JAN Trips	%	Trips YTD	% YTD
Pay-as-you-go	573	46%	573	46%
7 Day Pass	108	9%	108	9%
Annual	121	10%	121	10%
Monthly	91	7%	91	7%
Student	340	27%	340	27%
Other	4	1%	4	1%
TOTAL	1,237		1,237	

Friday January 31st was the highest day for regional ridership with a total of 142 trips taken. For trips originating in the Tempe service area, Saturday January 25th was the top day for ridership with 75 trips taken.

Station Performance

Table 8: Regional Station Performance

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
P106: 1st St / Washington St	237	P104 Jackson St / 2nd St	6
T17 Tempe Beach Park	201	P122 Grand Ave / McKinley St	6
T16 Apache Blvd / Rural Rd	136	7th St. / Garfield St	4
T20 Tempe Center for the Arts	136	P101 5th St / Grant St	4
T14 College Ave / University Dr	130	T07 Smith-Martin / Apache Blvd	4
T29 Tempe Town Lake Marina	129	ASU Hayden Library - Cady Mall (Virtual Hub)	4
P129 5th St / Roosevelt St	123	ASU Orange St - S McAllister Mall (Virtual Hub)	4
P124 3rd St / Taylor St	113	P102 1st St / Buchanan	2
P196 2nd St. and Roosevelt	108	T23 Escalante Center	0
T01 5th St / Forest Ave	104	P176 Buckeye Rd / 13th St	0

Table 9: Tempe Station Performance

Trips started and ended at each station in the Tempe service area

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T17 Tempe Beach Park	25	104	97	201	0	0
T20 Tempe Center for the Arts	10	69	67	136	0	0
T16 Apache Blvd / Rural Rd	15	68	68	136	0	0
T14 College Ave / University Dr	15	66	64	130	0	0
T29 Tempe Town Lake Marina	9	64	65	129	0	0
T01 5th St / Forest Ave	25	41	63	104	0	0
T21 Forest Ave/ Lemon St. (Gammage)	20	43	47	90	0	0
T26 ASU Memorial Union	25	40	46	86	0	0
T27 McAllister Ave / Apache Blvd	25	38	47	85	0	0
T24 Westside Center	10	37	47	84	0	0
T11 University Dr / Mill Ave	20	34	41	75	0	0
T02 3rd St / Mill Ave	9	36	38	74	0	20.8
T18 Neil Giuliano Park	15	34	36	70	0	0
T28 Rio Salado Pkwy / Mill Ave	15	30	34	64	0	0
T31 5th St / Mill Ave	15	34	26	60	0	0
T25 University Dr. / ASU Student Housing	25	19	31	50	11.31	0
T03 Rural Rd / Terrace Rd	11	21	25	46	0	0.14
T13 College Ave / Apache Blvd	15	19	22	41	0	0
T15 8th St / Dorsey Ln	10	20	18	38	0	0
T30 Evelyn Hallman Park	8	18	19	37	0	0
ASU Coor Hall - S Forest Mall (Virtual Hub)	n/a	18	19	37	0	0
T19 Kiwanis Park	15	17	17	34	0	0
T09 Washington St / Center Pkwy	9	17	15	32	0	3.85
T06 McClintock Dr / Rio Salado Pkwy	10	11	11	22	0	0
T05 McClintock Dr / Apache Blvd	15	9	13	22	0	0
ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	n/a	9	10	19	98.27	0
T32 North Tempe Multigen Center	10	6	9	15	0	0
T22 Baseline Rd / Priest Dr	10	3	12	15	0	0
T10 Washington St / Priest Dr	10	9	5	14	0	0.05
T04 Apache Blvd / Dorsey Ln	10	9	4	13	0	29.9
T08 Apache Blvd / Price Rd	10	4	7	11	0	0
T12 Rural Rd / Southern Ave	10	6	3	9	0	0
T07 Smith-Martin / Apache Blvd	10	1	3	4	0	0
ASU Hayden Library - Cady Mall (Virtual Hub)	n/a	2	2	4	96.04	0
ASU Orange St - S McAllister Mall (Virtual Hub)	n/a	2	2	4	73.8	0
T23 Escalante Center	10	0	0	0	0	0

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	233,200	233,200	119,800	119,800
Carbon Offset	5,130 lbs	5,130 lbs	2,636 lbs	2,636 lbs

**Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.*

**Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO2 per mile and an assumption that the trip was taken in lieu of driving a car the same distance.*

Maintenance & Rebalancing Operations

Table 11: System-Wide Operations Data

	System Wide	Tempe
Average number of bikes in service each day	727	200
Bikes inspected in field	684	190
Bicycles repaired	156	51
Average bike repair time	45 min	45 min
Bikes lost or stolen this month	3	1 ¹
Graffiti Cleaned	2	0

Table 12: Reported Repairs/Issues (Full System)

	Type of Issue	January	YTD
1	Other	224	224
2	Seat	3	3
3	Shifting/Pedaling	3	3
4	Lock	21	21
5	Keypad	41	41
6	Brakes	1	1
7	Flat Tire	13	13
8	Lighting	3	3
9	Frame	1	1
	Total	310	310

¹ Bike T730 recovered.

Customer Service Reporting

Table 13

The top customer service contact category for the GRID system in January was Charges.

Reason For Contact	January Created Cases (Full System)	YTD
Member Inquiries	15	15
Billing	8	8
Account Management	7	7
Bike Issue	7	7
Charges	20	20
General Education	15	15
Operations	4	4
Sign Up	0	0
Hub Request	0	0
Partnerships	2	2
New Program Request	0	0
Total CS Cases Created	90	90

Table 14: Customer Service Responsiveness (Full System)

Time of call/email request	
Avg time to answer	33 sec
Avg duration of call	4:08 min

Table 15: Agreed Service Levels for Operations within the Tempe System Area

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	82%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Operations staff have been dealing with the ongoing issue of intermittent connection issues on bikes across the GRID system. Connection issues can occur due to a glitch in the bikes controller unit, low battery or issues with the software or hardware. Some connection issues resolve themselves while others require staff to flag the bike for repair. A controller losing connection can result in the inability for a user to rent a bike, an inaccurate GPS location and erroneous charges for a user. Operations staff monitors these connection issues on an ongoing basis and aim to resolve them quickly.

Financial Summary

Table 16

Revenue Category	Full System	% of Total	Tempe Only*
Membership Fees	\$9,699.00	50%	N/A
Ride Fees	\$9,225.38	48%	\$4,151.42
Out of Hub Fees	\$810.00	4%	\$517.50
Out of System Area Fees	\$340.00	2%	N/A
Rider Bonuses Given	-\$796.29	-4%	-\$358.20
TOTAL	\$19,278.09		\$4,310.72

Data has not been audited and is only to be used as an approximation of Gross Revenue

**Fees specific to the Tempe system are reported by SoBi as a combination of both out of hub and out of system area fees. The Tempe fees include all fee balances accrued by users in the month regardless of whether the charge was actually executed that month.*

Marketing Summary

Table 17: Social Media

Social Media Outlet	Followers	Impressions
Facebook	2,699(-5)	1,666
Twitter	1,580 (+8)	3,529
Instagram	118 (+4)	280

Table 18: Events

Event Name	City	Date
Aero Terra Community Bike Ride	Phoenix	1/8/2020

Weather

Table 19 (Source: www.wunderground.com)

JAN	high	low	avg	Precip. sum
1	59	41	50.5	0
2	64	42	51.4	0
3	63	42	51.9	0
4	67	42	53.2	0
5	69	43	54.6	0
6	70	42	55.2	0
7	73	44	58.1	0
8	67	45	56.2	0
9	62	46	53.7	0
10	63	44	52.5	0
11	62	41	51	0
12	64	41	51.5	0
13	67	41	53.4	0
14	70	43	55.5	0
15	68	48	57.1	0
16	64	51	57	0
17	63	45	54.8	0
18	70	44	56	0
19	76	45	60.4	0
20	73	60	66.3	0
21	63	53	55.4	0.04
22	63	53	56	0.15
23	70	48	57.8	0
24	73	50	59.9	0
25	72	49	59.2	0
26	72	49	59.6	0
27	74	53	62.3	0
28	70	49	58.8	0
29	65	48	56.3	0
30	69	45	58.5	0
31	72	46	59.1	0